

INTISARI

Tempat wisata cagar alam berupa kebun binatang terbesar yang terdapat Indonesia ada beberapa antara lain Kebun Binatang Ragunan, Kebun Binatang Gembira Loka, dan Kebun Binatang Surabaya. Kebun Binatang di Jawa Timur yaitu Kebun Binatang Surabaya yang terdapat di kota Surabaya.

Tujuan penelitian ini adalah untuk mengetahui Pengaruh *Consumer Alienation, Machiavellianism, Seek Sensation, Aggressiveness, Self-Esteem, Gender, Level of Income, Customer's Age, Level of Education* terhadap *Past Customer Misbehavior* dan *Past Customer Misbehavior* terhadap *Future Misbehavior Intention* di Kebun Binatang Surabaya. Data yang digunakan dalam penelitian ini bersumber dari data primer dan data sekunder. Data primer diperoleh melalui penyebaran kuesioner sedangkan untuk data sekunder diperoleh dari internet. Target populasi adalah pelanggan yang pernah mengunjungi Kebun Binatang Surabaya selama tiga bulan terakhir serta pernah melakukan tindakan kurang pantas. Karakteristik populasi adalah responden pria dan wanita, minimal pendidikan SMA, bertempat tinggal di Surabaya, pernah mengunjungi Kebun Binatang Surabaya, pernah melakukan tindakan yang kurang pantas saat berada di Kebun Binatang Surabaya.

Penelitian ini menggunakan aras pengukuran interval, yaitu suatu pengukuran yang mempunyai jarak yang sama dan selisih yang jelas. Jenis skala pengukuran yang digunakan adalah *likert scale* yang menggunakan tujuh tingkatan pilihan jawaban yang sudah tersedia di setiap pertanyaan yang terdapat pada kuesioner. Jumlah responden dalam penelitian ini adalah 180 orang. Metode pengolahan data yang digunakan dalam penelitian ini adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa terdapat beberapa variabel yang menunjukkan pengaruh signifikan serta tidak signifikan. Variabel *gender, level of education, customer's age, level of income, sensation seeking, dan aggressiveness* tidak mempunyai pengaruh signifikan terhadap *past customer misbehavior*. Variabel *past customer misbehavior* juga tidak mempunyai pengaruh signifikan terhadap *future misbehavior intention*. Sedangkan variabel *consumer alienation, Machiavellianism, dan self-esteem* mempunyai pengaruh yang signifikan terhadap *past customer misbehavior*.

Kata kunci: *Consumer Alienation, Machiavellianism, Seek Sensation, Aggressiveness, Self-Esteem, Gender, Level of Income, Customer's Age, Level of Education, Past Customer Misbehavior, Future Misbehavior Intention*.

ABSTRACT

Some of the biggest tourist activities such as nature reserves Indonesia are Ragunan Zoo, Gembira Loka Zoo, and the Surabaya Zoo. The Surabaya Zoo is located in the city of Surabaya which is in the East Java Province.

The purpose of this study was to determine the effect of Consumer Alienation, Machiavellianism, Seek Sensation, aggressiveness, Self-Esteem, Gender, Level of Income, Customer's Age, Level of Education towards Past Customer misbehavior and Past Customer misbehavior towards Future misbehavior Intention in Surabaya Zoo. The data used in this study originated from the primary data and secondary data. Primary data were collected through questionnaires while secondary data obtained from the Internet. The target population is the customer who had visit Surabaya Zoo during the past three months and had done inappropriate action. Characteristics of the population is male and female respondents, minimum education is senior high school, residing in Surabaya, had visit Surabaya Zoo, perform actions that are not appropriate while in Surabaya Zoo.

This study used a measurement interval scale, which is a measure that has the same distance and the difference is clear. Type of measurement scale used is Likert scale that uses seven levels of choice of answers that already available in every questions in the questionnaire. The number of respondents in this study were 180 people. Data processing method used in this research is multiple linear regression.

The results showed that there are several variables that showed a significant effect and not significant effect as well. The variables of gender, level of education, the customer's age, level of income, sensation seeking, and aggressiveness do not have a significant influence on customer past misbehavior. Past misbehavior customer variable also has no significant effect on future misbehavior intention. While consumer alienation, Machiavellianism, and self-esteem variables have a significant impact on past customer misbehavior.

Keywords: *Consumer Alienation, Machiavellianism, Seek Sensation, aggressiveness, Self-Esteem, Gender, Level of Income, Customer's Age, Level of Education, Past Customer misbehavior, misbehavior Future Intention.*